AMENDMENTS TO THE CLAIMS

Pursuant to 37 C.F.R. § 1.121 the following listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Withdrawn) A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

receiving across the distributed computer network an indication of a mind set of the user in navigating the network, wherein the mind set indicates a navigational goal of the user over the distributed computer network;

cross-referencing the indicated user mind set with a mind set data store of potential user goals to find at least one indicated goal;

cross-referencing the indicated user goal with a service data store of a set of services, the set of services potentially reflecting the navigational goal of the user mind set;

matching the set of services in the cross-referencing step with a list of service providers that provide the set of services that potentially reflect the navigational goal of the user; and,

displaying the list of services and service providers to the user at the station.

2. (Withdrawn) A method as in claim 1, further comprising, the step of:

offering the user a promotion associated with a service provider that relates to the received user mind set.

3. (Withdrawn) A method as in claim 1, wherein the displaying step, further comprises, the step of:

sending the list to a tool that creates a user interface for the constructed list.

4. (Withdrawn) A method as in claim 1, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

5. (Withdrawn) A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

displaying to the user across the distributed computer network a set of potential user mind sets and a set of potential contextual inferences;

receiving from the user at least one of a user mind set or a contextual inference, wherein the user mind set or contextual inference indicates a navigational goal of the user over the distributed computer network;

sending the user to a new location on the distributed computer network in response to the received user response; and,

presenting to the user at the station a list of service providers in response to the received user response, the list of service providers providing services in accordance with the received user response.

6. (Withdrawn) A method as in claim 5, further comprising, the a step of:

outlining an activity history that reflects the received user response on a visual display at the station.

7. (Withdrawn) A method as in claim 6, further comprising, the step of:

recording the activity history electronically.

8. (Withdrawn) A method as in claim 7, further comprising, the step of:

transmitting the electronically stored activity history.

9. (Withdrawn) A method as in claim 8, further comprising using the transmitted electronically stored activity history for a customization of a navigational environment.

10. (Withdrawn) A method as in claim 5, further comprising, the step of:

offering the user an additional enhancement wherein the additional enhancement comprises a promotion associated with a service provider that relates to the received user response.

11. (Withdrawn) A method as in claim 5, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

12. (Withdrawn) A method as in claim 5, further comprising, the step of:

generating a fee to the service provider each time a service associated with the service provider is presented to the user.

13. (Withdrawn) A method as in claim 5, further comprising the step of:

receiving from the user a selection from the list, the selection being consistent with the navigational goal of the user over the distributed computer network.

14. (Withdrawn) A method as in claim 13, further comprising the step of:

generating a fee to a service provider each time a user selection associated with the service provider is received from the user.

15. (Currently Amended) A system for delivering ads to a user viewing content operating a station connected to a distributed computer network, comprising:

an ad server which maintains the ads for the user at the station across the distributed computer network, the user station allowing the user to retrieve information containing content;

a data store containing a set of relevancy rules associated with each ad, the rules being operable to indicate a level of relevancy of the ad to the content of the information retrieved; and

a match maker configured to, in response to the submission of a URL by the user at the operating station, ~~that accesses~~ access the content retrieved by the user, ~~extracts that~~ extract the content according to extracting rules, ~~parses~~ parse the content of the information into objects, ~~and targets~~ target an ad from the server to the content by applying the relevancy rules in the data store to the objects, free of information about the user, and ~~that~~ directly ~~sends~~ send the targeted ad to the station for display with the content.

16. (Previously Presented) A system as in claim 15, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, or a voice-based platform.

17. (Withdrawn) A system for sending targeted services to a user at a station connected to a distributed computer network, comprises:

an object registry that identifies a first set of objects relevant to services provided by a service provider and that maps the first set of objects to the services provided by the service provider; and,

a match maker that parses content in a document, that identifies a second set of objects relevant to the content, that groups the second set of objects relevant to the content, that

cross references the first set of objects with the second set of objects to determine targeted services relevant to both the first and the second set of objects, and that sends the targeted services to the user across the distributed computer network.

18. (Withdrawn) A system as in claim 17, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

19. (Withdrawn) A system for presenting to a user at a station connected to a distributed computer network, relevant computer network sites, comprising:

a mind set data store that stores a set of potential user goals;

a service data store that stores a set of services; and,

a processor that receives from the user an indication of a user mind set in navigating the network, wherein the mind set indicates a navigational goal of the user over the distributed computer network, the processor cross references the indicated mind set with the potential user goals in the mind set data store, cross references the indicated user goal with the set of services potentially reflecting the navigational goal of the user, matches the set of cross referenced services with a list of service providers that provide that set of services, and displays the list of services and service providers to the user at the station.

20. (Withdrawn) A system as in claim 19, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

21. (Currently Amended) A method for presenting to a user, viewing content at a station connected to a distributed computer network, relevant areas of distributed computer network sites[[,]] comprising the steps of:

maintaining ads for the user at the station across the distributed computer network, the user station allowing the user to retrieve information containing content;

identifying a set of relevancy rules which are used for indicating a level of relevancy of each ad to the content of the information retrieved;

accessing, in response to the submission of a URL by the user at the operating station, the information retrieved by the user; ~~to~~

[extract] extracting the content of the retrieved information according to a set of extracting rules;

parsing the content of the information into objects;

targeting the ads to the content by applying the relevancy rules to the objects, free of information about the user; and

displaying the targeted ads at the station with the content.

22. (Previously Presented) A method as in claim 21 wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and or a voice-based platform.

23. (Withdrawn) A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

identifying a first set of objects relevant to services provided by a service provider;

mapping the first set of objects to the service provided by the service provider;

parsing a second set of objects relevant to content in a document;

grouping the second set of objects relevant to content in a document;

cross referencing the first set of objects with the second set of objects to determine targeted services; and

sending targeted services to the user across the distributed computer network.

24. (Withdrawn) A method as in claim 23, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

25. (Withdrawn) A method as in claim 23, further comprising the step of:

generating a fee to the service provider associated with the sent targeted service.

26. (Withdrawn) A method as in claim 23, further comprising the step of:

receiving from the user a user selection.

27. (Previously Presented) A system as in claim 15, wherein the targeted ad is presented to the user in at least one of static text, Hyper Text Markup Language, image, Flash, and or rich media format.

28. (Previously Presented) A system as in claim 15, wherein an advertiser has purchased a right to advertise the targeted ads maintained by at least one of the ad server, an ad network, and or an affiliate network.

29. (Previously Presented) A system as in claim 15, wherein the objects parsed by the match maker are at least one of a keyword, a key phrase, or a structural relationship of at least one of multiple keywords, multiple key phrases, a keyword with a key phrase, or multiple keywords with multiple key phrases.

30. (Previously Presented) A system as in claim 29, wherein said at least one key word, a key phrase, and or structural relationship was purchased by an advertiser for targeted advertising.

31. (Previously Presented) A system as in claim 15, wherein the relevancy rules relate to at least one of a keyword, a key phrase or a structural relationship of at least one of multiple keywords, multiple key phrases, a keyword with a key phrase, or multiple keywords with multiple key phrases that was purchased by an advertiser for targeted advertising and wherein the data store stores a price at which said at least one key word, key phrase, or structural relationship was purchased or a performance measurement of the targeted ad associated with the purchased at least one key word, key phrase, or structural relationship.

32. (Previously Presented) A system as in claim 31, wherein performance is measured by at least one of changes in revenues or click through rates of targeted ads.

33. (Previously Presented) A system as in claim 15, wherein the content is a portion of content from a location on the distributed computer network that the user requested to view.

34. (Previously Presented) A system as in claim 15, wherein the content is a portion of content from a location on the distributed computer network that the user requested to receive.

35. (Previously Presented) A system as in claim 15, wherein the extracting rules enable a classification of the content according to a channel, and wherein a channel is one of an object, a group of objects, a classification of objects or a structural relationship among objects.

36. (Previously Presented) A system as in claim 35, wherein the channel into which the content is classified is related to past consumption by users as a consequence of ads that were received and responded to by them.

37. (Previously Presented) A system as in claim 35, wherein the channel into which the content is classified is among channels used for existing advertising sales by at least one of an advertiser, an ad network, or an affiliate network.

38. (Previously Presented) A system as in claim 15, wherein the match maker parses the content and maps to the targeted ad in real time as the user operates at the station connected to the distributed computer network.

39. (Previously Presented) A system as in claim 15, wherein the match maker parses the content and maps to the targeted ad prior to the user operating at the station connected to the distributed computer network.

40. (Previously Presented) The method of claim 21, wherein the targeted ads belong to an advertiser, and wherein identifying the set of relevancy rules comprises receiving a list of topics from the advertiser.

41. (Previously Presented) The method of claim 21, wherein targeting the ads comprises generating a list of topics by analyzing the content of the information retrieved.

42. (Previously Presented) The method of claim 21, wherein parsing the particular media content comprises identifying a set of one or more topics by calculating a level of relevancy to the content based on text within the content of the information retrieved.

43. (Previously Presented) The method of claim 42, wherein terms in the set of relevancy rules are assigned relevancies based on a frequency with which the terms appear in the text of the content of the information retrieved.

44. (Previously Presented) The method of claim 42, wherein terms in the set of relevancy rules are assigned the level of relevancy based on an infrequency with which the terms appear across a collection of ads.

45. (Previously Presented) The method of claim 42, wherein the set of one or more topics contains terms whose level of relevancy exceeds a defined threshold.

46. (Previously Presented) The method of claim 42, wherein the set of one or more topics includes a defined number of terms with the highest level of relevancy among the terms of the set of relevancy rules.

47. (Previously Presented) The method of claim 21, wherein parsing the content of the information retrieved comprises identifying a topic based on other portions of a collection of which the content is a part.

48. (Previously Presented) The method of claim 21, wherein parsing the content of the information retrieved comprises identifying a topic based on one or more queries that yield a reference to a targeted ad.

49. (Previously Presented) The method of claim 21, wherein the step of parsing the content of the information retrieved comprises:

determining at least one document similar to the content;

supplementing the content of the information retrieved with the content of the similar document; and

analyzing the supplemented content of the information retrieved to identify a topic.

50. (Previously Presented) The method of claim 49, wherein determining at least one similar document comprises determining that a document is similar if it contains a reference to the content of the information retrieved.

51. (Previously Presented) The method of claim 49, wherein determining at least one similar document comprises determining that a document is similar if the content of the information retrieved contains a reference to the document.

52. (Previously Presented) The method of claim 49, wherein supplementing includes replacing at least a portion of the content of the information retrieved with at least a portion of the content of the at least one similar document.

53. (Previously Presented) The method of claim 21, wherein step of parsing the content of the information retrieved comprises:

identifying a description of the content used by another document that references the content; and

analyzing the content of the description to identify a topic for the content of the information retrieved.

54. (Previously Presented) The method of claim 21, wherein the step of parsing the content of the information retrieved comprises:

identifying a description of the content used by another document that references the content;

supplementing the content of the information retrieved with the description; and

analyzing the supplemented content to identify a topic for the content of the information retrieved.

55. (Previously Presented) The method of claim 21, wherein parsing the content of the information retrieved comprises:

classifying the content into a category; and

identifying a list of one or more topics for the content of the information retrieved based on the category.

56. (Previously Presented) The method of claim 55, wherein meta-information associated with the content of the information retrieved is used to classify the content into a category.

57. (Previously Presented) The method of claim 56, wherein the meta-information includes information from another document that contains a reference to the content of the information retrieved.

58. (Previously Presented) The method of claim 56, wherein the meta-information includes information from another document to which the content refers.

59. (Previously Presented) The method of claim 58, wherein the information from another document includes meta-information associated with the other document.

60. (Previously Presented) The method of claim 21, wherein parsing the content of the information retrieved comprises comparing the content to a topic or a related topic to determine if a match exists between the topic or a related topic and the content of the information retrieved.

61. (Previously Presented) The method of claim 53, wherein the related topic is a synonym of the topic.

62. (Previously Presented) The method of claim 53, wherein the related topic is conceptually similar to the topic.

63. (Previously Presented) The method of claim 21, wherein the content is a retrieved web page.

64. (Previously Presented) The method of claim 63, wherein parsing the content of the information retrieved comprises: analyzing terms within the web page and including the terms in the set of one or more topics if a frequency with which terms appear in the web page exceeds a threshold value.

65. (Previously Presented) The method of claim 64, wherein terms that are related to one or more topics in the set are determined and supplemented so as to include the related terms.

66. (Previously Presented) The method of claim 64, wherein parsing the content comprises analyzing terms within a title of the web page and including the terms in the set of one or more topics if the frequency with which terms appear in the title exceeds a threshold value.

67. (Previously Presented) The method of claim 64, wherein the step of parsing the content of the information retrieved comprises:

targeting ads for the web page based on text within the web page; and

identifying a set of one or more topics based on a relevancy level.

68. (Previously Presented) The method of claim 67, wherein terms in the ads are assigned the level of relevancy based on a frequency with which the terms appear in the content of the information retrieved.

69. (Previously Presented) The method of claim 67, wherein terms in the targeted ad are assigned the level of relevancy based on the infrequency with which the terms appear across a collection of web pages.

70. (Previously Presented) The method of claim 67, wherein the set of one or more topics includes terms whose level of relevancy exceeds a defined value.

71. (Previously Presented) The method of claim 67, wherein the set of one or more topics includes a defined number of terms with the highest level of relevancy among the terms of the targeted ad.

72. (Previously Presented) The method of claim 64, wherein the step of parsing the content comprises:

determining at least one similar web page to the retrieved web page;

revising the content of the retrieved web page by supplementing it with the content of the similar web page; and

analyzing the revised content of the retrieved web page to identify a set of one or more topics.

73. (Previously Presented) The method of claim 72, wherein supplementing includes replacing at least a portion of the retrieved web page content with at least a portion of the similar web page content.

74. (Previously Presented) The method of claim 72, wherein determining at least one similar web page comprises determining that a web page is similar if it contains a link to the retrieved web page.

75. (Previously Presented) The method of claim 72, wherein determining at least one similar web page comprises determining that a web page is similar if the retrieved web page contains a link to the similar web page.

76. (Previously Presented) The method of claim 72, wherein the web page is contained in a host, and wherein determining at least one similar web page comprises determining that a web page is similar if it is contained within the same host as the retrieved web page.

77. (Previously Presented) The method of claim 72, wherein the web page is contained in a host, and wherein determining at least one similar web page comprises determining that a web page is similar if it is stored within a subdirectory of related pages on the same host as the retrieved web page.

78. (Previously Presented) The method of claim 64, wherein the step of parsing the content of the information retrieved comprises:

determining anchor text corresponding to the retrieved web page;

revising the content of the retrieved web page by supplementing it with the anchor text; and

analyzing the revised content of the retrieved web page to identify a set of one or more topics.

79. (Previously Presented) The method of claim 78, wherein supplementing includes replacing at least a portion of the retrieved web page content with at least a portion of the anchor text.

80. (Previously Presented) The method of claim 78, wherein supplementing includes replacing the retrieved web page content with at least a portion of the anchor text.

81. (Previously Presented) The method of claim 64, wherein the step of parsing the content comprises:

classifying the retrieved web page into a category; and

identifying a list of one or more topics for the retrieved web page based on the category.

82. (Previously Presented) The method of claim 81, wherein meta-information associated with the retrieved web page is used to classify the retrieved web page into a category.

83. (Previously Presented) The method of claim 82, wherein the meta-information includes information from another document that contains a reference to the retrieved web page.

84. (Previously Presented) The method of claim 82, wherein the information from another document includes meta-information associated with the other document.

85. (Previously Presented) The method of claim 82, wherein the meta-information includes anchor text corresponding to the retrieved web page.

86. (Previously Presented) The method of claim 64, wherein the advertisement belongs to an advertiser, and wherein identifying targeting information comprises receiving a set of one or more topics from the advertiser.

87. (Previously Presented) The method of claim 64, wherein identifying targeting information comprises applying the relevancy rules in the data store to one or more topics based on the objects parsed from the content.

88. (Previously Presented) The method of claim 64, wherein identifying targeting information comprises generating a set of one or more topics for the advertisement based on text of queries on a search engine that yield a result that links to a web page on a web site to which the advertisement links.

89. (Currently Amended) A system for delivering ads to a user ~~viewing content by~~ operating a station connected to a computer network, to retrieve and view information containing content comprising:

a server for storing the ads for delivery to the user operating the station connected to the computer network~~, the user station allowing the user to retrieve information containing content~~;

a memory containing a set of relevancy rules associated with an ad, said relevancy rules being operable to indicate a level of relevancy of the ad to the content of the information; and

a module configured to, in response to the submission of a URL by the user at the operating station, ~~for accessing~~ access the information retrieved by the user, ~~extracting~~ ~~that~~ extract the content based on the extracting rules, ~~parsing~~ parse the content ~~of the information~~ into objects and corresponding attributes, ~~and targeting~~ target the ad to the content by applying the relevancy rules in the memory to the objects, free of information about the user, and directly ~~sending~~ send the targeted ad to the station for display with the content.